**BUSINESS REQUIREMENT DOCUMENT**

1. INTRODUCTION

The Adunnix Animal Facts Category Listings Page is a section of the website that offers interesting and informative animal-related content for parents and children. The purpose of this document is to outline the requirements for the Animal Facts Landing Page and Subcategory Landing Page, which will provide users with easy access to various animal categories and subcategories.

# 2. PROJECT SCOPE

The scope of this project is to design and develop a responsive and optimized

Animal Facts Category Listings Page, comprising two main pages: the Animal Facts

Landing Page and the Animal Facts Subcategory Landing Page. The Animal Facts Landing Page will provide users with an overview of different animal categories on the website, while the Animal Facts Subcategory Landing Page will provide a more detailed overview of specific animal subcategories.

Apart from the category listings, the website will offer informative and educational resources about animals. This will include a collection of animal related quotes, parent guides with tips and advice on teaching kids about different animals and their habitats, interesting and engaging fun facts about different animals, printable resources such as colouring sheets, puzzles, and quizzes related to animals, information about special animal-related days, and suggestions for places to visit for a fun day out with family or friends to explore animals and their habitats, such as zoos, aquariums, nature reserves, and wildlife.

## 3.1. RISKS

1. User experience issues: Poor design could lead to navigation difficulties, low engagement, and high bounce rates.

1. Content accuracy and relevance: The Animal Facts Category Listings Page's trustworthiness relies on the accuracy and relevance of its content; outdated, incorrect, or irrelevant information may prompt users to seek information elsewhere.

1. Security concerns: The Animal Facts Category Listings Page must prioritize security to safeguard user data from potential breaches or hacks due to the inherent security risks of collecting user information, such as email addresses.

1. Budget and timeline constraints: Developing a high-quality website can be costly and time-consuming. If the project is not carefully managed, it could exceed the budget or timeline set out at the beginning of the project. This could result in a lower-quality end product or additional expenses that were not planned for.

### 3.2. ASSUMPTIONS

1. There is a demand for easily accessible and comprehensive information on different animal categories and subcategories.

1. Users will be primarily accessing the website through both desktop and mobile devices.

1. The content for the Animal Facts Category Listings Page has already been researched and gathered or will be readily available to be collected.

1. The website will be designed to provide a positive user experience, with a clear and intuitive interface that is easy to navigate.

1. The development team has the necessary technical expertise to create a responsive and optimized website for both desktop and mobile devices.

1. The website will be regularly updated to ensure that the content remains accurate and relevant to users.

1. There are sufficient resources available to manage the project within the planned budget and timeline.

### 3.3. DEPENDENCIES

1. Availability and accessibility of accurate and relevant content on different animal categories and subcategories.

1. The website design and development process should be aligned with the overall branding and visual identity of the organization.

1. Any necessary approvals or signoffs from stakeholders or regulatory bodies before the launch of the website.

1. **BUSINESS REQUIREMENT:**

4.1. **Animal Facts Landing Page:**

1. Design a responsive and user-friendly layout for the Animal Facts Landing Page.
2. Categorize animals based on Mammals, birds, fish, reptiles, Invertebrates, other invertebrates, or any other relevant criteria.
3. Display animal categories in an easily understandable format, such as a grid layout with icons, images, and category name.
4. Provide search and filtering options for users to search for animals by keywords or filter them by different criteria, such animal category and name, or region.
5. Provide navigation links to different sections of the website, such as subcategory landing pages, informative resources, and the contact or about page.

4.2. **Animal Facts Subcategory Landing Page:**

1. Design a responsive and user-friendly layout for the Animal Facts Subcategory Landing Page.
2. Select subcategories based on their relevance, popularity, and age of the end users.
3. Display subcategories in an easily understandable format, such as a list or a grid with images, descriptions, or icons.
4. Provide search and filtering options for users to search for animals by keywords or filter them by different criteria, such as habitat, behaviour, or diet.
5. Provide navigation links to other subcategories or related resources.

4.3. **Informative and Educational Resources:**

This section will offer informative and educational resources about animals on the website. Share interesting and engaging facts about different animals, their behaviour, and their habitats.

1. Quotes: Provide a collection of inspiring and thought-provoking animalrelated quotes.
2. Parent Guides: Offer tips and advice for parents on teaching kids about different animals and their habitats, including fun activities, games, and books.
3. Printable: Provide printable resources such as colouring sheets, puzzles, and quizzes related to animals that can be downloaded and printed for educational or entertainment purposes.
4. Special days: Share information about special animal-related days such as World Wildlife Day, Earth Day, or National Pet Day.
5. Days out: Suggest places to visit for a fun day out with family or friends to explore animals and their habitats, such as zoos, aquariums, nature reserves, and wildlife parks.

# 5. BUSINESS PROCESS

1. Requirements gathering: Gather requirements from stakeholders to identify the specific features and functionalities required for the Animal Facts Category Listings Page. This may include input from designers, developers, content creators, and other team members.

1. Design: Create wireframes and mockups to visualize the layout, design, and user experience of the Animal Facts Landing Page and the Animal Facts Subcategory Landing Page. Consider the optimal placement of the different features and functionalities, such as the category listings, informative resources, and printable resources.

1. Development: Develop the Animal Facts Category Listings Page using responsive design principles and optimization techniques to ensure fast loading times and optimal user experience across different devices and platforms.

1. Testing: Conduct thorough testing of the Animal Facts Category Listings Page to identify and address any bugs, errors, or performance issues. This may involve usability testing, accessibility testing, and compatibility testing across different browsers and devices.

1. Content creation: Create high-quality, informative, and engaging content for the Animal Facts Category Listings Page, including animal-related quotes, parent guides, fun facts, printable resources, and suggestions for places to visit.

1. SEO optimization: Optimize the Animal Facts Category Listings Page for search engine optimization (SEO) to improve visibility and organic search rankings. This may involve keyword research, on-page optimization, and link building strategies.

1. Launch and promotion: Launch the Animal Facts Category Listings Page and promote it through various channels, such as social media, email marketing, and paid advertising. Monitor metrics such as traffic, engagement, and conversions to identify opportunities for optimization and improvement.

1. Maintenance and updates: Continuously maintain and update the Animal Facts Category Listings Page to ensure it remains relevant, informative, and engaging for users. This may involve adding new content, optimizing for new search engine algorithms, and improving user experience based on feedback and analytics.